

## Remarks

Claims 1, 4, 7-8, 10-14, 19, 25-30, and 35-38 remain in this application. Claims 1, 4, 7-8, 10, 12, 19, 25-26, 28, 35, and 38 are hereby amended. No new matter is being added.

### Claim Rejections -- 35 USC 103

Claims 1, 19, and 35-36 were rejected under 35 U.S.C. 103 as being unpatentable over Morley et al. in view of Yoshiura. Applicants respectfully traverse these rejections in relation to the claims as now amended.

Claim 1 as amended now recites as follows:

1. A method of securely displaying visual data comprising the steps of:
  - generating a private key and a corresponding public key within a display apparatus;
  - securely storing the private key within the display apparatus such that the private key is inaccessible from outside the display apparatus;
  - communicating the public key from the display apparatus to an encryption apparatus;
  - encrypting the visual data at the encryption apparatus using the public key, whereby encrypted visual data is formed;
  - transporting the encrypted visual data from the encryption apparatus to the display apparatus;
  - decrypting the encrypted visual data within the display apparatus such that an electronic version of the visual data is maintained within integrated circuits that are substantially inaccessible, wherein the integrated circuits comprise a decryption integrated circuit and a display integrated circuit, and further wherein, **in order to pass the visual data from the decryption integrated circuit to the display integrated circuit, the decryption integrated circuit encodes the visual data and the display integrated circuit decodes the visual data**; and
  - displaying the visual data as a visual image.

(Emphasis added.)

As shown above, the method of claim 1 now requires "decrypting the encrypted visual data within the display apparatus such that an electronic version of the visual data is maintained within integrated circuits that are substantially inaccessible, wherein the integrated circuits comprise a decryption integrated circuit and a display integrated

circuit, and further wherein, **in order to pass the visual data from the decryption integrated circuit to the display integrated circuit, the decryption integrated circuit encodes the visual data and the display integrated circuit decodes the visual data.**" (Emphasis added.)

These limitations are discussed, for example, at page 4, line 31 through page 5, line 6, of the present application, which is reproduced below for convenience of reference.

In order to pass the visual data from the decryption integrated circuit 38 to the display integrated circuit 40, the decryption integrated circuit 38 encodes the visual data forming encoded visual data. The decryption integrated circuit transfers the encoded visual data to the driver circuit 42 of the display integrated circuit 40. The driver circuit 42 decodes the encoded visual data within the display integrated circuit 40. The encoded visual data is encrypted such that the visual data is not available as in-the-clear data within the display apparatus 26. Thus, a zealous technician will be unable to easily access an electronic form of the visual data within the display apparatus.

(Emphasis added.)

Applicants respectfully submit that the aforementioned claim limitations are not disclosed or taught by the combination of Morley and Yoshiura. In particular, amended claim 1 now requires that **"in order to pass the visual data from the decryption integrated circuit to the display integrated circuit, the decryption integrated circuit encodes the visual data and the display integrated circuit decodes the visual data."** Advantageously, this avoids the visual data being available as "in-the-clear" data within the display apparatus and prevents a "zealous technician" from being able to easily access an electronic form of the visual data within the display apparatus.

Applicants respectfully submit that such encoding and decoding of the visual data as it is passed between integrated circuits in the display apparatus is not taught in the cited references.

Therefore, for at least the above-discussed reasons, applicants respectfully submit that claim 1, as amended, now overcomes its rejection.

Claim 19 is amended similarly to claim 1. Claim 19 now recites "that the visual data is encoded before being passed between the integrated circuits" within the display apparatus. Therefore, for similar reasons discussed above in relation to claim 1, applicants respectfully submit that claim 19 also overcomes its rejection.

Claims 20-30 depend from claim 19. Hence, claims 20-30 also overcome their rejections for at least the same reasons as discussed above for claim 19.

Claim 35 is amended similarly to claim 1. Claim 35 now recites that "the visual data is encoded prior to passing between the circuit elements of the display apparatus." Therefore, for similar reasons discussed above in relation to claim 1, applicants respectfully submit that claim 35 also overcomes its rejection.

Claim 36 depends from claim 35. Hence, claim 36 also overcomes its rejection for at least the same reasons as discussed above for claim 35.

Claims 4, 7-8, 10-14, 25-30, and 37-38 were rejected under 35 U.S.C. 103 as being unpatentable over Morley et al. in view of Kowarz et al. Applicants respectfully traverse these rejections in relation to the claims as now amended.

Claims 4, 7-8, 10-14 depend from claim 1. Applicants respectfully submit that the recitation in claim 1 of encoding and decoding in order to pass the visual data between integrated circuits in the display apparatus is not taught in the cited references. Hence, for the reasons discussed above in relation to claim 1, claims 4, 7-8, 10-14 are now also patentably distinguished over the cited references.

In addition, for example, amended claim 4 recites various additional limitations relating to the displaying of the visual data. Applicants respectfully submit that these limitations further distinguish claim 4 over the cited references.

Claims 25-30 depend from claim 19. Applicants respectfully submit that the recitation in claim 19 of encoding the visual data before it is passed between integrated circuits in the display apparatus is not taught in the cited references. Hence, for the

reasons discussed above in relation to claim 19, claims 25-30 are now also patentably distinguished over the cited references.

Claim 37 depends from claim 35. Applicants respectfully submit that the recitation in claim 35 of encoding the visual data before it is passed between circuit elements of the display apparatus is not taught in the cited references. Hence, for the reasons discussed above in relation to claim 35, claim 37 is now also patentably distinguished over the cited references.

Claim 38 is amended similarly to claim 1. Claim 38 now recites that "the visual data is encoded prior to passing between the circuit elements of the display apparatus." Applicants respectfully submit that this limitation is not taught in the cited references. Therefore, for similar reasons discussed above in relation to claim 1, applicants respectfully submit that claim 38 also overcomes its rejection.

Conclusion

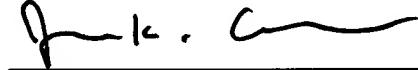
For at least the above-discussed reasons, applicants believe that the pending claims, as hereby amended, are now patentably distinguished over the cited art and are now in suitable form for allowance. Favorable action is respectfully requested.

The examiner is also invited to call the below-referenced attorney to discuss this case.

Respectfully Submitted,

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